

SAVIVA®

You know superabsorbents? This is different



Welcome to the launch of SAVIVA®
The Next Generation Superabsorbents

SAVIVA® Innovation in the round

 **BASF**
We create chemistry

BASF's Hygiene Business

strives to

anticipate market trends

and **customer needs**

to provide

innovative hygiene solutions,

making you **more successful**

SAVIVA®


SAVIVA® Innovation in the round

From a new pioneering technology platform ...

BASF had to look beyond the current state-of-the-art production technologies to develop a completely new generation of superabsorbents.



BASF's Hygiene Business presents:

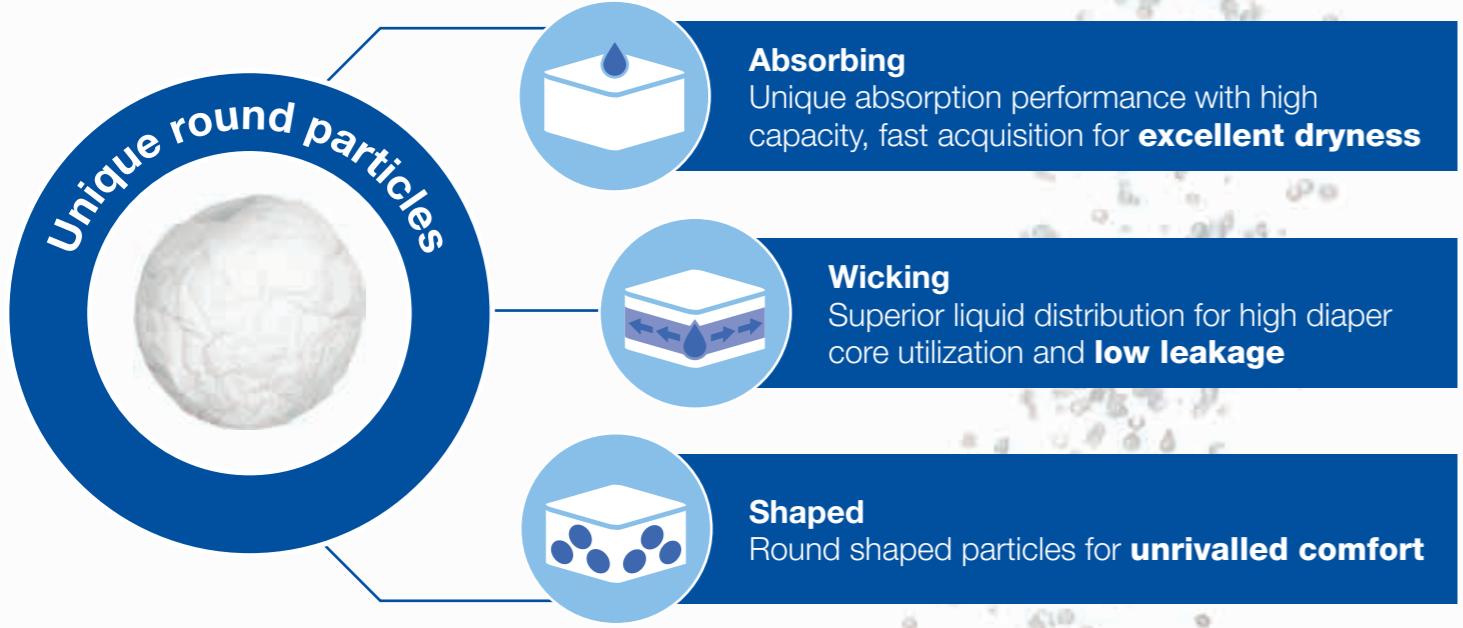
- A breakthrough innovation that is based on a pioneering, new technology and our growth platform for the future.
- SAP performance with unique properties, superior capacity and a new mode of action that allows you to differentiate you from your competition.
- An invitation for new, innovative product generations, opening the gate for thinner, “barely there” diapers and other hygiene articles.

... to SAVIVA® – a breakthrough innovation

- A completely new product with unique properties.
- A completely new mode of action in both swelling behavior as well as liquid distribution mechanism combined with a high capacity.



SAVIVA® is a platform to create better diapers in all tiers



SAVIVA® – a unique absorption performance for high dryness!

It's particle surface is covered by a system of numerous, discreet micro-pores. These pores together with its homogeneous swelling behavior allow SAVIVA® a stronger in-take of liquid – also under pressure.



SAVIVA® – a unique liquid distribution mechanism, offering a top core utilization.

When entering a SAVIVA® diaper core, a system of fine capillaries forms the pathway for a quick liquid distribution. The wicking force – a draft, drawing the liquid through the capillaries, around the particles, before being absorbed.

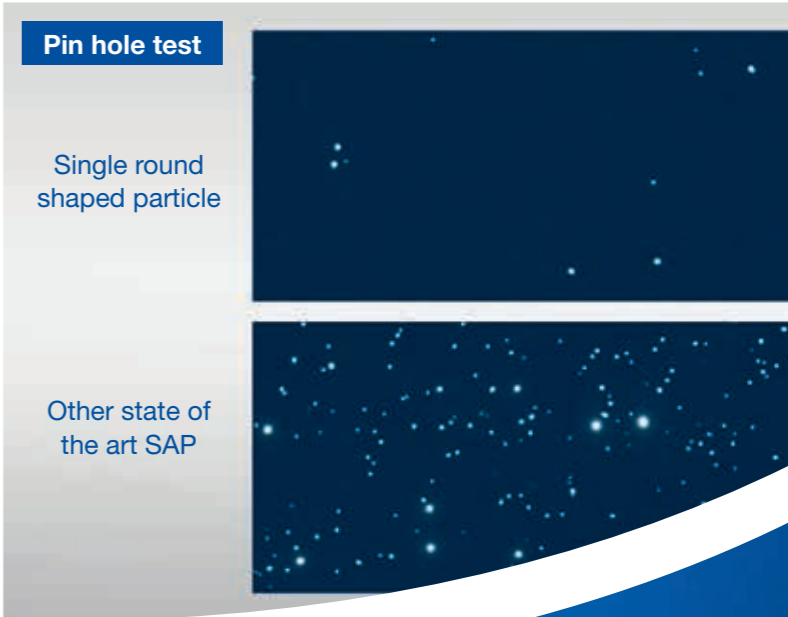
This effect is enhanced by its homogeneous swelling behavior. It keeps the capillary system open and allows a quick and efficient distribution of liquid through the whole diaper.



SAVIVA® – round shaped particles offer a new level of softness and wearing comfort.

Diapers are exposed to different kind of pressures, from packing to wearing. A frequent problem from packing is the so called pin hole effect, when irregular shaped particles break through the back sheet, as diapers are pressed to reduce their size.

These pin holes are a potential source of leakage. SAVIVA® is different, it has no sharp edges, piercing through a sheet, but a round soft shape, thus lowering the risk of any rough pin holes.



SAVIVA® – a platform for new product

generation and innovations

Benefits Diaper Manufacturer

- Opportunity for **innovation & differentiation**
- Support **core utilization**
- **Improved processability**
(dosing, flowability, mech. stab, dust)
- **Fluff savings & thinner diapers**
- **Lower SAP dosing** contribute to reduced **logistic costs** and improved **sustainability**
- Reduced **pin holing effect**



Benefits End-Consumer

- New level of **dryness** also at multiple insults supporting skin comfort and well being
- **Superior leakage performance** supporting activity and feeling of security
- **Thinner diapers** for increased wearing comfort
- New level of **softness** and skin **comfort**



Droplet polymerization – a pioneering technology and our road ahead

BASF Hygiene’s new global technology platform opens new dimensions for product innovations



Feminine care



Baby diapers



Adult incontinence



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